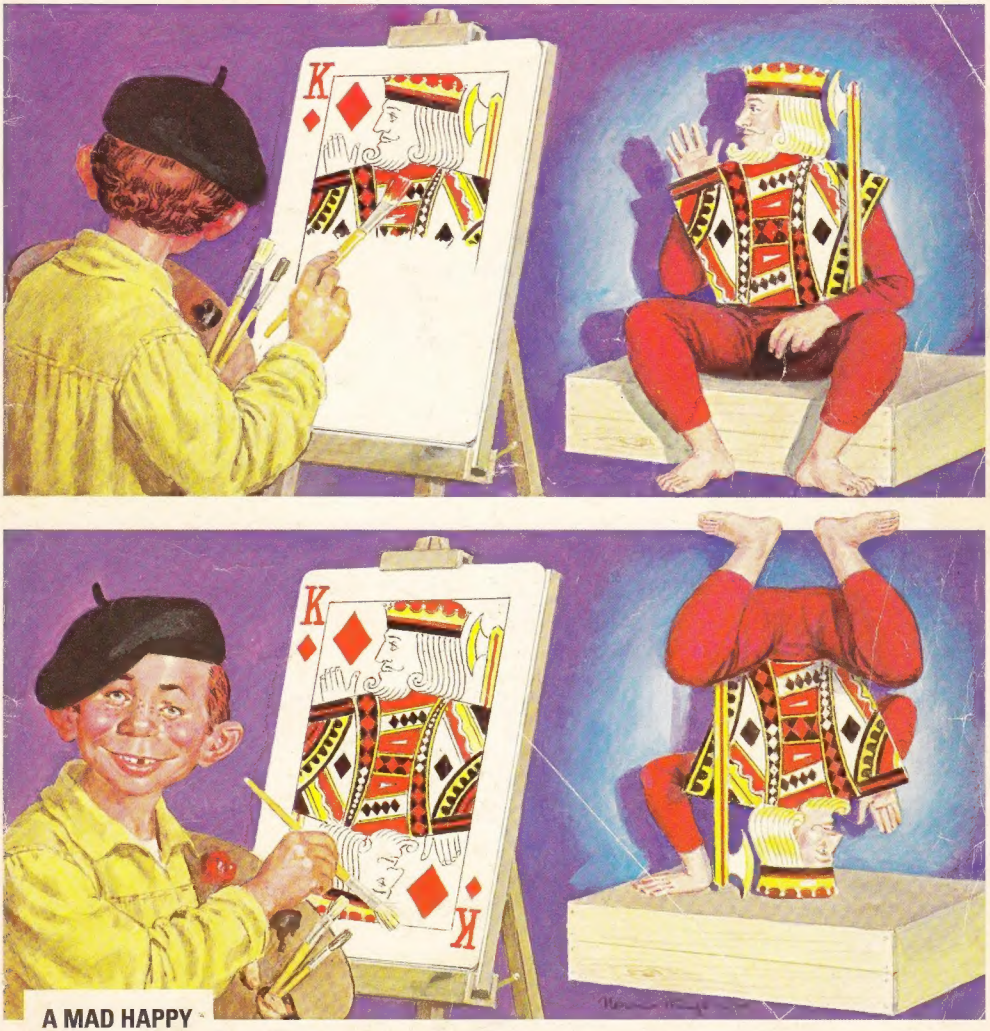
No. 213 Jan. '80

MAD

OUR PRICE 40p STILL CHEAP

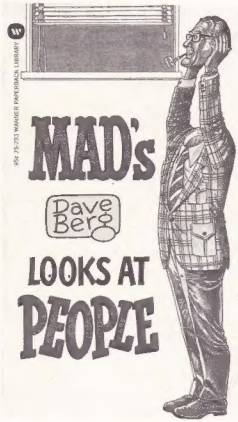


A MAD HAPPY NEW YEAR TO ALL OUR READERS

WE'RE MAKING ANOTHER FANTASTIC OFFER! . . .

It's the season to give . . .

So we're giving you the opportunity of getting your hands on no less than five super Dave Berg paperbacks for the festive season.



Each of the Dave Berg books listed below can be yours for the idiotic price of £1.05 each including post and packing.

Dave Berg looks at
'People'
'Modern Thinking'
'Our Sick World'
'Living'
'Around'

Dave Berg . . .
LOOKS AT PEOPLE
LOOKS AT MODERN THINKING
LOOKS AT LIVING
LOOKS AT OUR SICK WORLD
LOOKS AROUND

ANOTHER FIVE LOSERS FOR YOUR BOOKSHELF!

One Year Guarantee . . . on Back Issues!

Yes, we guarantee that in one year from now we'll still be selling our back issues. However, some of the earlier copies are running out, so get your copies while stocks of our more memorable issues are still around.

~~178 Happy Days~~
179 Bionic Woman
~~180 The Omen~~
~~181 Starsky & Hutch~~
182 The Shootist
183 Marathon Man
184 Obsession
185 King Kong
186 Network
~~187 Charlie's Angels~~
188 Christmas Issue
~~189 Rocky~~
190 Airport '77
191 Star Wars
192 That's Life
193 More Star Wars
194 Snappy Answers
195 The Deep
196 Close Encounters
197 Donny & Marie
198 Saturday Night Fever
199 Eight is too rough
200 Punk & Love Boat
201 Coma
202 Star Wars Musical
203 Jaws II & The Hulk
204 Grease
205 Sesame Street
206 Animal House
207 Heaven can wait
208 Battlestar Galactica
209 Superman

Copies of the above are available for 35p each
Send cheque or postal order to:
SURON INTERNATIONAL PUBLICATIONS
43/44 Great Windmill Street (3rd Floor)
London, W1V 7PA

Now you've bought 'em, how are you going to look after them?

MAD Magazines have a habit of ending up in the dustbin or around a supply of fish and chips! Just make sure these fine examples of total rubbish are kept for posterity by using a binder. Still at £3.00 each (inc VAT and postage). Simulated leather finish in Red with Gold blocked MAD on spine.

Send cheque or postal order to:
SURON INTERNATIONAL PUBLICATIONS
43/44 Great Windmill Street (3rd Floor)
London, W1V 7PA

NUMBER 213 JANUARY 1980

MAD

NUMBER ONE IN A FIELD OF ONE

"They really shouldn't ban praying in public schools! After all, that was the only way most of us got through!"--Alfred E. Neuman

William M. Gaines *publisher* Albert B. Feldstein *editor*
John Putnam *art director* Leonard Brenner *production*
Jerry De Fuccio, Nick Meglin *associate editors*
Contributing Artists and Writers
the usual gang of idiots

BRITISH EDITION

RON LETCHFORD *publisher & editor*
CLIVE CHARLES *subscriptions*

DEPARTMENTS

ALL KIDDING A SNIDE DEPARTMENT
The MAD Nasty Book 11

APPLYING THE BREAK DEPARTMENT
MAD's Do-It-Yourself "Dear John" Letter 22

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of Cooling Off 24

DON MARTIN DEPARTMENT
One Evening In A Nice Young Couple's House 29

ILL LOGIC DEPARTMENT
Why Assume It Makes Sense? 32

JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy 17

LETTERS DEPARTMENT
Random Samplings of Reader Mail 4

MARGINAL THINKING DEPARTMENT
"Drawn-Out Dramas" By Aragones .....**

NOISE SOLUTION DEPARTMENT
Don Martin's Guide To
Some Very Obscure Sound Effects 18

SHOOTING CRAP DEPARTMENT
"Vague-$" (A MAD TV Show Satire) 5

STATIS TICKLE DEPARTMENT
MAD's Table Of Little-Known Weights, Measures, Etc. 30

SCHLOCK WATCH DEPARTMENT
"Nation Bored" (On TV Addiction) 13

**Various Places Around The Magazine

The British edition of **MAD** is published monthly by Suron International Publications, 43/44 Great Windmill Street (3rd Floor), London W1 by arrangement with E.C. Publications Inc., N.Y. Entire contents copyright and nothing may be reproduced in any way without permission. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. Any similarity to a living person without satiric purpose is purely coincidental. Printed in Finland. **MAD** in U.S.A. is published by William M. Gaines and edited by Albert B. Feldstein.

VITAL FEATURES

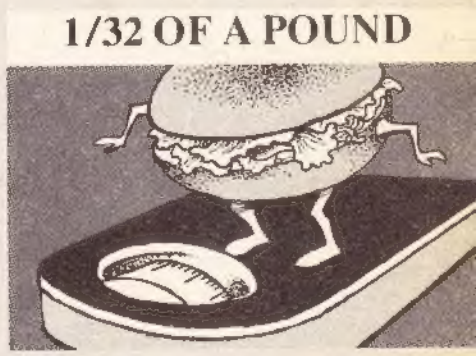
"VAGUE-$" (A MAD TV Show Satire) Pg.5

THE MAD NASTY BOOK Pg.11

DON MARTIN'S GUIDE TO SOME OBSCURE COMICS SOUND EFFECTS Pg.18

THE LIGHTER SIDE OF COOLING OFF Pg.24

MAD'S TABLE OF LITTLE-KNOWN WEIGHTS ETC. Pg.30



WHY ASSUME IT MAKES SENSE . . .? Pg.32

MAD MAIL

SUPERMAN

Dear Mad,
Have just seen issue 209—Super, man. It was the greatest, and the artwork was out of this world. Keep it up!
Ron Holmes
Henley on Thames

Dear Mad,
It was super, super, and super! Can't wait for Son of Superman!!
Danny Jacobs
Leeds
We can't and we're not going to!

HUMILITY

Dear Mad Editors,
I am just writing to say how much I enjoyed your article on "What Is Humility?"
Tom Koch's excellent writing coupled with Sergio's artwork made this the best item in the issue. Let's have some more like this please!
Jill Harvey
Bristol

Dear Mad Team,
Being ever so 'umble, can I crave your indulgence to say, begging your pardon like, how much I liked your feature on "Humility".
Your 'umble servant
Woking.

Dear Mad,
What's all this 'Humility' lark? All this writing in MAD makes it hard for us readers to understand. I have enough trouble reading the balloons in the 'send-ups' so don't do anymore like this will you?
Tom Gibbons
Reading

MEANWHILE, BACK AT THE KLAN . . .

As both the director and star of "Animal House," we would like to thank MAD Magazine for offending the Ku Klux Klan (Letters Dept., Sept. '79) in your "Abominal House" satire. It is an honor to be associated with any insult to the Klan.

John Landis
John Belushi
Universal City Studios
Universal City, Calif.

TV RATINGS

Dear Editor,
You've got it all wrong with your TV Ratings feature. I live in Salop and enjoyed watching Happy Days!
P. Parrot
Shrewsbury
With a name like that we think we got it right!

Dear Mad Editors,
I've always wondered what Alfred E. Neuman's head looked like from the side. After much thought I took an axe and chopped out the dear lad's head from a recent issue.
I then looked at it from the side. Imagine my surprise when I found out that he had a one dimensional head. You're probably as surprised as me, I didn't even know he had one dimension!
Jason Hoyle
Sheffield

Dear Editors,
Your magazine is crummy, stupid, idiotic, queer, dumb and sickenly revolting and MAD . . . just the way I like them!
Anyway, MAD 207 is your best so far. "Heaving Can Wait" was super, but "Reject UFO's" was the best! The tennis Primer was excellent, well . . . Good grief, everything was good. As for "Parents Are Unconstitutional", it was if you spied on my parents to get the ideas!
Mike Taft
London, NW11

Dear Mad,
I have noticed a couple of magazines around which look like attempts to copy MAD. Are they anything to do with you?
John Davies
Tooting
Yes, there are a couple of what appear to be magazines around these days and NO they aren't anything to do with us! On the basis that imitation is the greatest form of flattery, we suppose we should be flattered but they aren't even good imitations! Leave them alone, they'll go away!

THE GAME OF THE NAME

I'd like to share an intriguing pastime with your readers: trying to guess the title of Dave Berg's "The Lighter Side Of . . ." by reading the article, starting on the *last page*. It's a lot trickier than you might think. It's fun to see how many panels it takes to guess it right, or who among your friends can guess it first. As a college math teacher, I find it a challenging recreation.

Bill Leonard
Berkeley.

MAD TENNIS PRIMER

Dear Mad,
Seeing that Borg is my pet hate I loved your front cover for July. The Tennis Primer was pretty good too! In fact it's looking rather tatty now having gone the rounds at my local tennis club!
John Genery
Luton
Next time tell them to buy their own copies the cheapskates!

Dear Mad,
Having read your "MAD Tennis Primer" I thought you should know that our tennis pro says that chapter six would be impossible. He would have to throw a ball over the net every 1.5 seconds. What have you got to say about that?
Gerry Peters
St. Albans
Who said he was throwing them one at a time? Our guy was throwing them four at a time with a six second interval! Game, set and match to us!!

COVER PRICE

Due to increases in cost of Paper, Labour and Transport we are reluctantly forced to increase the price of MAD to 40p.

We very much regret having to do this but hope you will appreciate it is very much outside of our control.

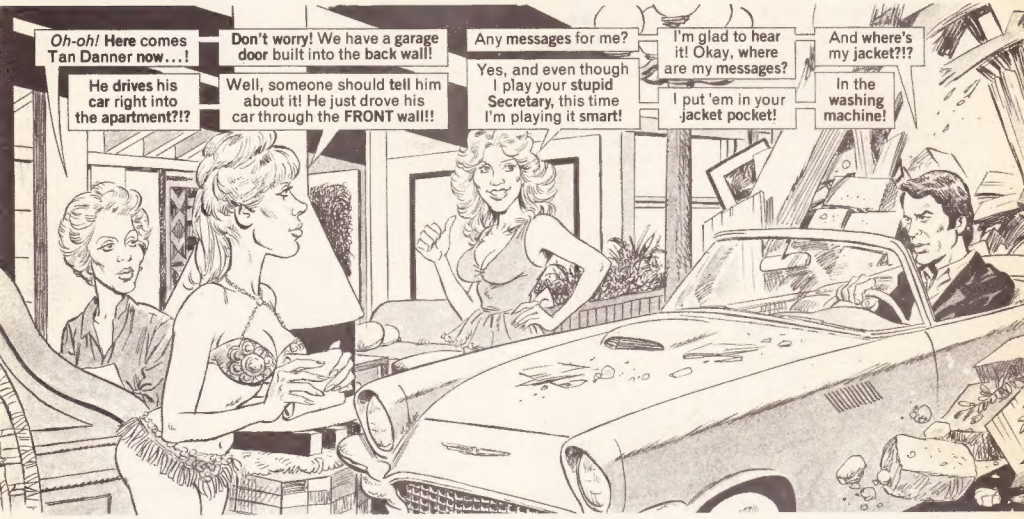
Communications should be sent to:
SURON INTERNATIONAL PUBLICATIONS
43/44 Great Windmill Street, (3rd Floor)
London, W1V 7PA

The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts to be accompanied by a stamped and addressed envelope.

SHOOTING CRAP DEPT.

There's a popular television show that uses Las Vegas as its background, and a lot of nifty-looking young show girls as its foreground. That much is pleasantly clear. It's the plots of this private-eye-type weekly adventure series that seem

VAGUE-$

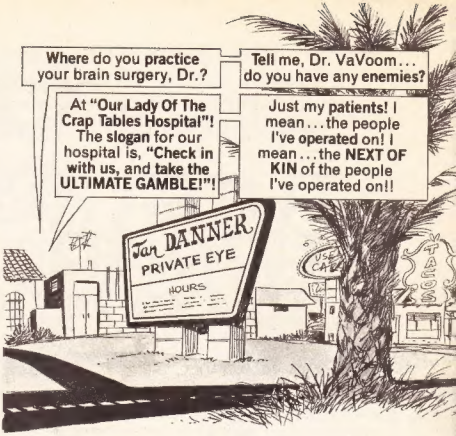

Oh-oh! Here comes Tan Danner now...!
He drives his car right into the apartment?!?
Don't worry! We have a garage door built into the back wall!
Well, someone should tell him about it! He just drove his car through the FRONT wall!!
Any messages for me?
Yes, and even though I play your stupid Secretary, this time I'm playing it smart!
I'm glad to hear it! Okay, where are my messages?
I put 'em in your jacket pocket!
And where's my jacket?!?
In the washing machine!

ARTIST: ANGELO TORRES WRITER: DICK DE BARTOLO

Mr. Danner, I need your help desperately!
Please! I'm up to here, trying to protect Las Vegas Show Girls!
I'm not one of those flashy Las Vegas Show Girls! I'm a Topless Las Vegas BRAIN SURGEON!
You ARE?!? Well, why don't you slip off your top, and let me see you in your WORKING CLOTHES!?

Someone is trying to kill me! When I started my car this morning, it blew up!
When I went to call for help, my telephone blew up!
So I borrowed my friend's motorcycle, and when I turned the ignition key, IT blew up!
Do me a favor! Don't ask to use my bathroom!
torres

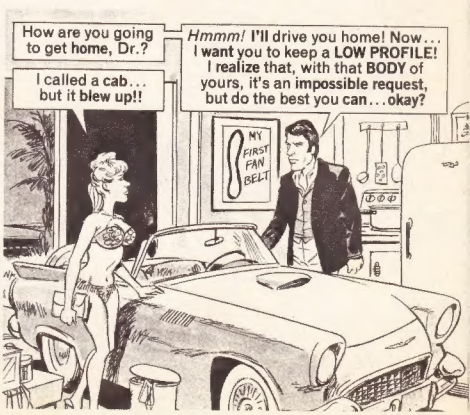
Will you help me?
I'd like to, but I can't! I'm working on another case now!
You're NOT working on another case!
I know! But one of the gimmicks in this series is having the clients BEG for my services!
Oh, please, Mr. Danner! Pretty please?! Pretty please with sugar on it?!?
Okay! OKAY...!
30 DAY GUARANTEE
Ford
THUNDERBIRD


Where do you practice your brain surgery, Dr.?
At "Our Lady Of The Crap Tables Hospital"! The slogan for our hospital is, "Check in with us, and take the ULTIMATE GAMBLE!"!
Tell me, Dr. VaVoom... do you have any enemies?
Just my patients! I mean...the people I've operated on! I mean...the NEXT OF KIN of the people I've operated on!!
Jar DANNER
PRIVATE EYE
HOURS

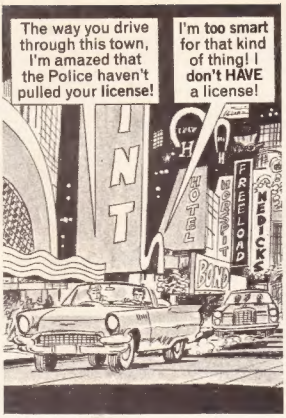
Any other enemies?
Well, there's my ex-Husband! When I divorced him, he swore he'd kill me!
Well, it CAN'T be him! That's TOO obvious!
Too obvious for OTHER shows, maybe! But just about right for THIS one! Remember, we can't take too much time for plot, or it'll take away from our shots of Las Vegas, and our interminable car chases!
RING RING

Don't take the case, Danner, or I'll cut you up in 24 little pieces and bake you into a pie!!
I don't scare so easy, Mister...!
Then I'll cut out your vocal chords and tie my shoes with them!!
Look, I'm a busy man! Got anything IMPORTANT to say?
Yeah! Then I'll scratch your red THUNDERBIRD!!
What case?! I'M not on any case!!
T BIRD

Awgee, while I was talking, did you trace the call?
Yes, I did! See? I'm not so dumb! The call went down this little wire and into that wall there!
And you wonder why you haven't been appearing on the show every week, lately...?!?
This show is on EVEREY WEEK?!? When did THAT start?!? Gee, I thought it was a MONTHLY "SPECIAL"!!

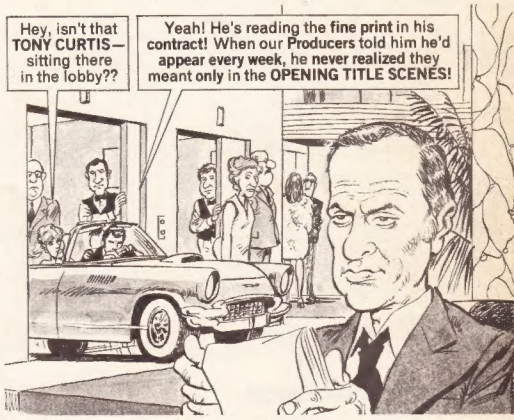

How are you going to get home, Dr.?
I called a cab... but it blew up!!
Hmmm! I'll drive you home! Now... I want you to keep a LOW PROFILE! I realize that, with that BODY of yours, it's an impossible request, but do the best you can...okay?
MY FIRST FAN BELT

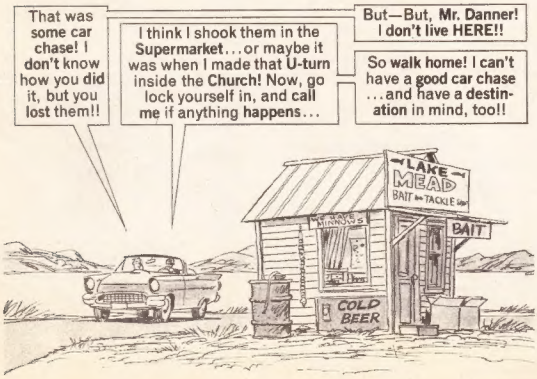
Hmmm! This is unusual! We're being followed!
What's unusual about that? You get followed EVERY week!
Not while I'm still on my DRIVEWAY!! Let's get out on the open road and give 'em some REAL following room!


The way you drive through this town, I'm amazed that the Police haven't pulled your license!
I'm too smart for that kind of thing! I don't HAVE a license!
HOTEL
MOTEL
FREELOAD
MEDICKS
BAND

Do you think you should be driving down this Main St. sidewalk with so many pedestrians around?
Why not? They came to Las Vegas to gamble! Walking on any street I drive on is a gamble!!
MOTEL

When I mentioned we should get off the sidewalk, I DIDN'T mean we should drive through the HOTELS!
Don't worry! This town is so INSANE, no one will even notice!
The "Men's Room"? See that Thunderbird that just drove by us...? Follow it up those stairs and take a left!


Hey, isn't that TONY CURTIS— sitting there in the lobby??
Yeah! He's reading the fine print in his contract! When our Producers told him he'd appear every week, he never realized they meant only in the OPENING TITLE SCENES!


That was some car chase! I don't know how you did it, but you lost them!!
I think I shook them in the Supermarket... or maybe it was when I made that U-turn inside the Church! Now, go lock yourself in, and call me if anything happens...
But—But, Mr. Danner! I don't live HERE!!
So walk home! I can't have a good car chase ...and have a destination in mind, too!!
LAKE MEAD
BAIT & TACKLE
BAIT
COLD BEER

Boy, Officer... when you said I'd see a real Las Vegas "Line-Up"... you weren't kidding!!

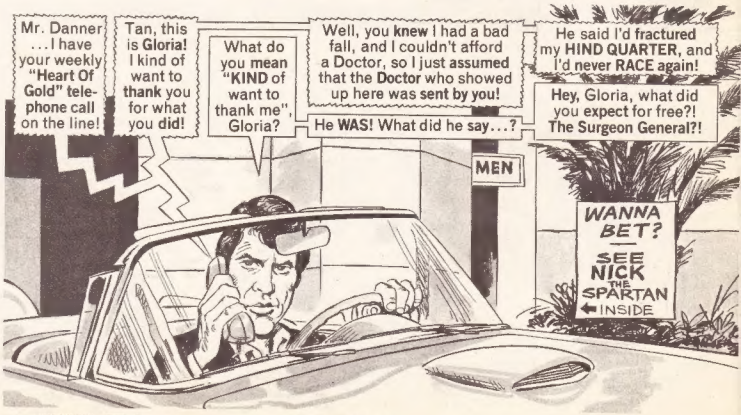
Hi, there gorgeous! I—I need some help! I've got a problem!
What makes you think you can march in here, week after week, with sketchy details, and use me to find out important information for your clients!?
Just because I'm getting on in years, and I'm lonely, and you're this young, good-looking, tall, dark macho-type...
What do you want, Tan...? I'll do ANYTHING you want!

I need some information on my client's former Husband!
That's it? No name? No address? No description? No picture? No license number?
Hey, Feller, look at this muscle!
Uip...Okay! Okay! I'll FIND your villain! How much time do I have?
Four minutes!
Gee! That's a lot longer than usual!
WANTED
A MALE - ANY MALE 6'2" 195LBS

Tan, this is Dr. VaVoom!! Somebody just fired a SHOT through my window!
I can't come over right now! I'm busy driving my car back and forth in front of "The Desert Inn" so they'll get some more free exposure... and we'll get some more free rooms for our cast and crew!
But, I'll tell you what... I'll send over my Assistant, Finzter!
Will he be able to protect me?
No, but he'll do his usual silly things...and whoever has the gun will be more inclined to try to end HIS life than YOURS!
DESERT INN
Roy CLUCK
CHICK LITTLE
FARFLE'S BAR

Hi, there! I'm Finzter!
Oh... hello! I'm Dr. VaVoom!
Well, I hope you never get a chest cold, Doc! Because with a shape like that, it could be fatal!
Danner was RIGHT! If I had a gun, I'd shoot you myself!!

Gun? Shoot? Hey, wait a minute! I'm not INTO Crime! I'm just the "COMEDY RELIEF" on this show!
The "COMEDY RELIEF" on this show?! With THESE plots? That's like saying STEVE MARTIN needs "Comedy Relief"!!


Mr. Danner ...I have your weekly "Heart Of Gold" telephone call on the line!
Tan, this is Gloria! I kind of want to thank you for what you did!
What do you mean "KIND of want to thank me", Gloria?
Well, you knew I had a bad fall, and I couldn't afford a Doctor, so I just assumed that the Doctor who showed up here was sent by you!
He WAS! What did he say...?
He said I'd fractured my HIND QUARTER, and I'd never RACE again!
Hey, Gloria, what did you expect for free?! The Surgeon General?!
MEN
WANNA BET?
SEE NICK THE SPARTAN
INSIDE

Is it really true Tan has a soft spot in his heart?

Let's put it this way! Three weeks ago, some hood spent every dime he had to have Tan rubbed out! And when Tan found out about it, he lent the hood $500 until he could get back on his feet again!

No wonder you two are such a great team! He has a soft spot in his HEART—and you've got a soft spot in your HEAD!

Here's your info! For a clue, you gave me "client's former Husband"! So I fed "Divorced Male," "Las Vegas Resident" and—since she hired you—"capable of committing crime" into the computer and came up with TWO POSSIBILITIES!

Two possibilities? TWO?!? Now I'm supposed to find out WHICH ONE? Sure, leave the HARD Detective Work to ME!!

One of the two is deceased!!

Well, that makes it a LITTLE EASIER!!

OL' BLUE EYES

SAMMY

JIMBO

SHECKY

Boy, you want it real easy, huh?

What easy? I take a lot of chances in my work! There might be a contract out on me right now!

There's no chance of that, so don't worry!

Yeah...? Who told you that? Some thug??

No... your Agent!

Don't open that door! It could be a trap!

Who is it, please?

Swimming Pool Cleaner!

You can open it!

But I don't HAVE a swimming pool!

Well, in that case, he can't charge too much!

You know, Mr. Danner and his dumb Secretary make it on their looks! You have nothing going for you at all!

I've got my sense of humor!

Like I said... NOTHING at all!!

KNOCK KNOCK

Excuse me! Did I say, "Swimming Pool Cleaner"? I meant to say "Plumber"!

I didn't call a Plumber!

How about Telephone Repair?

My telephone is working!

Salesman calling!

What are you selling?

Swimming Pools... and I KNOW you don't have one!

Go away! I am NOT going to open this door!

I'll bet I can get you to open it...

Knock knock!

Who's there?

Script Doctor!

WAIT! I'm opening the door! Stay there! Don't go away!!

You fell for the NEWEST TRICK in the book! Look at you! The minute we split up, you take up with another man!
ANOTHER MAN? Thanks for the COMPLIMENT!
Thanks for the INSULT!
Why did you bring us up to the roof?
Because, besides car chases, this show is very big on people falling or being pushed from high places!
HIGH PLACES? This is a two-story building!
So you'll have to fall SIX or SEVEN times!!
I'm looking for someone!
Maybe this will help freshen your memory!
11,000,000 visitors a year, and you want me to help you find someone?
Gee, thank you, Sir! Thank you! The guy you're looking for is up on the roof right now!!
Hey... isn't he kinda YOUNG to be a Detective?
Yeah! For a BRIBE, he gave me a candy bar!
Okay... drop it!!
Not HER!! The GUN!!
That's just what I was going to do!
How in blazes do you always manage to show up at the right time with so FEW CLUES?!
Your truck is parked outside, and it was very suspicious!
What's so suspicious about my truck...?
There aren't many trucks that say "Swimming Pool Cleaning," "Plumber," "Telephone Repairman," "Salesman," and "Script Doctor" around today!
Well, another case solved! I guess Dr. VaVoom's Husband will get ten-to-twenty for Attempted Murder!
I recommended a SUSPENDED SENTENCE! After all, he DID say he felt REALLY BAD about what he tried to do!
Boy, there's that old soft heart again!
Tan, I don't like to complain, but we usually try to end each show on a "high" note!
Uh—we'll be on again next week!
I said a HIGH note!
Okay, Finzter! For months now, you've been pestering me to get you a telephone for your car! Well, I got one for you!
Now that's what I call a high note!
Well... KIND of a high note!
Deposit 25¢ for the next three miles, please...

ALL KIDDING A SNIDE DEPT.

There's always one person in every crowd who keeps the gang in stitches with his steady barrage of clever insults about everybody and everything under the sun. Chances are that you secretly admire the amateur David Frost in your group because of his quick wit, but you also hate him because you're one of the clods he keeps insulting. Well, it doesn't have to be that way, friends. You, too, can become a bubbling fountain of cruelty, taking pot shots at renowned people, places and things. To demonstrate the art of looking at the world with a perpetual sneer, we now offer the first (and only) volume of . . .

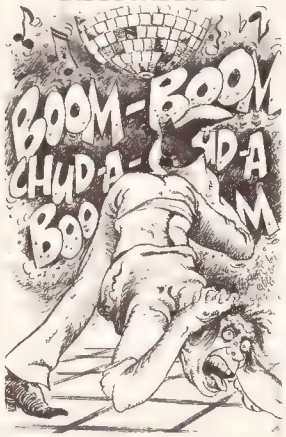
THE MAD NASTY BOOK

ARTIST HARRY NORTH, ESQ. WRITER TOM KOCH

FRANK SINATRA

1 . . . keeps all those muscle men around because he needs help lacing up his corset.
2 . . . is remembered by your parents as a crooner who sang on key as recently as 1958.
3 . . . never drinks before lunch because he's never awake before lunch.
4 . . . only claims to be Italian so his pals in the Mafia will accept him as an equal.
5 . . . has such a violent temper that even his bodyguards hire bodyguards.

DISCOTHEQUES



1 . . . are not hazardous to your health, assuming you've already lost your hearing and sanity somewhere else.
2 . . . shine bright lights in your face so you'll never notice that they don't have live entertainment.
3 . . . are really just hiding places for people who dress too ridiculously to be seen on the streets.
4 . . . are the only entertainment spots that have their best entertainment in the car park.
5 . . . are nice places to spend five quid listening to the same records you could hear at home for nothing.

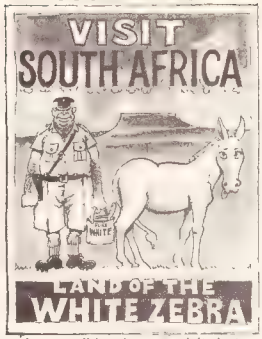
DEBBIE BOONE

1 . . . is a lot like her father, except that she weighs more.
2 . . . will never become another Mary Whitehouse because she's not as good at expressing her prejudices.
3 . . . is so overly pure and sweet that she was even rejected for membership in the Osmond family.
4 . . . may be the descendant of Daniel Boone, who was never noted for his great singing voice either.
5 . . . apparently is trying to make a lifetime career our of one hit song.

NEWS OF THE WORLD

1... runs Jackie Onassis stories every week because there's never enough news about two-headed chickens to fill the paper.
2... provides entertainment for those who aren't quite bright enough to understand "Hee-Haw".
3... offers comfort to scholars who fear that modern civilisation may be progressing too fast.
4... runs all the news that's fit to print-in a small box on page 28.
5... will quote any psychic—except the ones who foresee coming lawsuits against the *News Of The World*.

SOUTH AFRICA

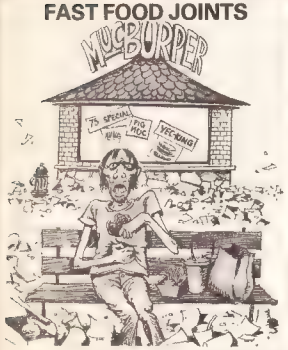


1... is a terrible place to visit, but you wouldn't want to live there.
2... is a shopper's paradise, assuming the main things you're shopping for are Krugerrands and slaves.
3... is one of the few countries with two national languages, and the only country that can't talk sense in either of them.
4... doesn't enter the Olypics because its athletes only run fast when they're waving guns and chasing black people.
5... is looking forward to the year 2000 so it can start the 19th century again.

ILIE NASTASE

1... always gestures with his middle finger because he thinks it's rude to use the same finger he picks his nose with.
2... is the only person in the world who can make Jimmy Connors seem like a gentleman.
3... somehow thinks he's psyching out an opponent when he's really just making a complete ass of himself.
4... is a fun guy to have around, assuming you enjoy being screamed at in Roumanian.
5... refuses to cut his hair shorter because he knows it would cause him to look even more like Harvey Smith.

FAST FOOD JOINTS



1... have shown us it's possible to get indigestion and malnutrition at the same time.
2... now offer warm lard in a total of 83 fascinating flavours.
3... have to cut corners by serving lousy food so they can afford more TV commercials to sell it.
4... are the only places that make you stand in a queue and then pay money before you get poisoned.
5... serve everything wrapped in paper and plastic so you can follow the trail of litter to their nearest outlet.

"CHARLIE'S ANGELS"

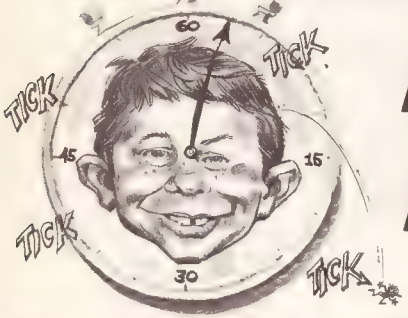
1... can change cast members each season without having it noticed because nobody ever looks at their faces.
2... has added a whole new dimension to TV drama-shallowness.
3... is the most realistic action show to hit television since Woody Woodpecker retired.
4... is enjoyed by viewers who aren't smart enough to understand anything else on TV except the test pattern.
5... used scripts that were rejected for cheap porno films because the plots were too unbelievable.

JOHN TRAVOLTA

1... has an amazing natural talent for playing dumb, inarticulate high school drop-outs.
2... only seems to have a sexy walk because he wears bed springs inside his shoes.
3... may be the biggest new star to hit Hollywood since Frankie Avalon.
4... got a degree in mumbling at the Marlon Brando School of Speech.
5... had his chin dimpled by the same plastic surgeon who brought fame to Kirk Douglas.

SCHLOCK WATCH DEPT.

Alcoholism and narcotics have been given reams of publicity by the mass media, but the worst addiction of all . . . "TV-A" . . . "Television Addiction". . . has been ignored. In fact, the media has acted as if "TV-A" doesn't exist, even though it affects almost every family in England. So join us now as we tear away the curtain of secrecy and take a MAD sixty-second* look at "TV-A" in this special version of that nightly insight into the news . . .

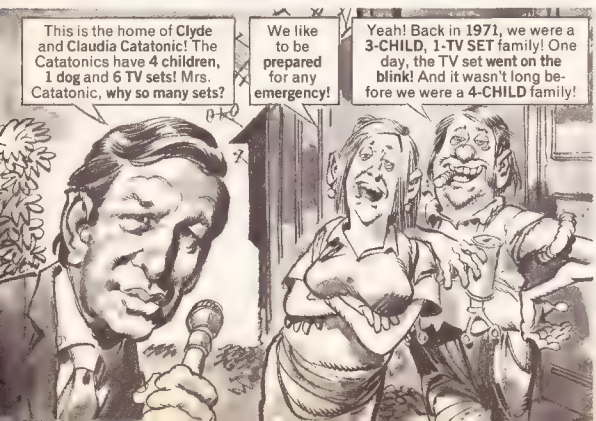


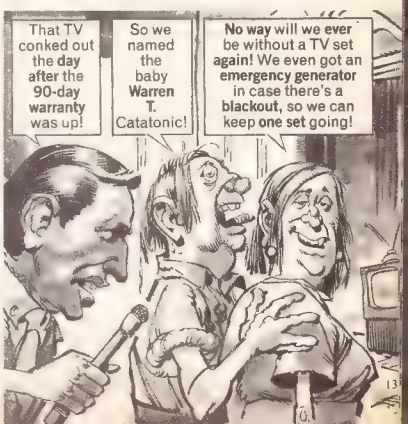
NATION BORED *

*WHICH IS ABOUT ALL THE TIME THIS ARTICLE DESERVES

Hello! I'm Dan Gather...
I'm Morley Safecall...
And I'm Mike Malice...
Tonight, "Nation Bored" is going to visit the typical midland town of Leicester, where Great Britain's secret addiction—TV-A has reached Epidemic proportions!
We're here in a playground in Leicester! Notice anything MISSING? Children!! Where are they on this beautiful sunny day? They're all home . . . sitting in front of their TV sets!
Yeah? Well, I don't blame them! This playground is really BORING! Whatever happened to all the good old-fashioned stuff . . . like swings and see-saws?!

ARTIST: JACK DAVIS WRITER: LOU SILVERSTONE


This is the home of Clyde and Claudia Catatonic! The Catatonics have 4 children, 1 dog and 6 TV sets! Mrs. Catatonic, why so many sets?
We like to be prepared for any emergency!
Yeah! Back in 1971, we were a 3-CHILD, 1-TV SET family! One day, the TV set went on the blink! And it wasn't long before we were a 4-CHILD family!


That TV conked out the day after the 90-day warranty was up!
So we named the baby Warren T. Catatonic!
No way will we ever be without a TV set again! We even got an emergency generator in case there's a blackout, so we can keep one set going!

Not having a **TV** was one of the **worst** experiences of my **life!** What's a person to **do?**

Couldn't you **Talk...?**

About WHAT? The **only** thing we ever **talk about** is **TV shows!!**

Mommy! I've got some **good news,** and some **bad news!** First, the **good** news: The **dog** was **hit** by a **car!**

What's the **bad** news?

I told the **Vet** to fix him up with **BIONIC PARTS!!** now, I'll have the **only Bionic Dog in Boondock!!**

Don't your children **know** that that **tricky bionic stuff** was all done with **slow-motion cameras...** and **double-exposures?!?**

So **THAT's** how they did it!?! Well, **I'll be durned!**

I wish I'd **known** that **before** I tried to **lift up our car...** and **ruptured myself!**

THE SIX MILLION DOLLAR MAN

Aren't you **concerned** about the amount of **time** your kids spend **watching TV?**

Sure! I even took 'em to **football** to get 'em **away** from the TV set!

And didn't they **enjoy** being in the **stadium, watching** the game **LIVE??**

Nahhh! All they did was watch the **Instant Replays** on our **portable TV!** And the **little** fellah **cried** because there were **NO COMMERCIALS!**

Well... I see at least **ONE** of your children is interested in something else besides TV! Does she want to be a **Ballet Dancer?**

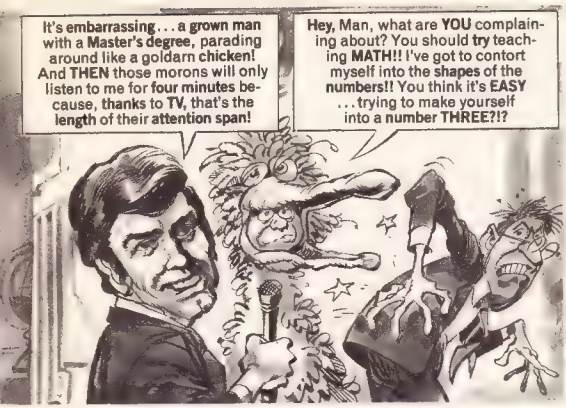
WHAT Ballet? She's trying to turn into **WONDER WOMAN!**

This is Leicester's **Donny & Marie Junior School,** and we're here to talk with some of the **Teachers** and **Students** about **TV-viewing** and how it affects school—

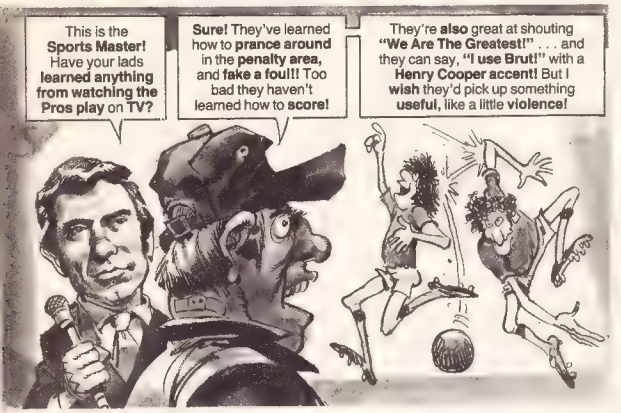
Uh–er... **pardon me,** Sir... but **WHY** are you dressed like that?

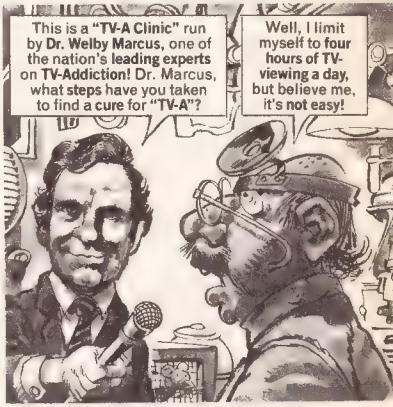
I'm a **Reading Teacher,** and those **idiots won't LISTEN to me** unless I look like this!

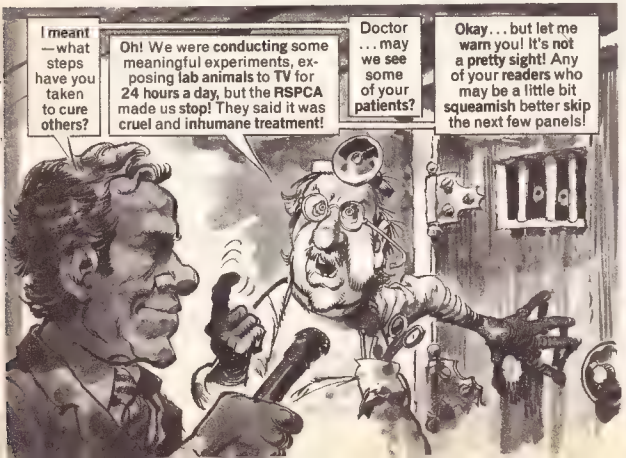
SCHOO

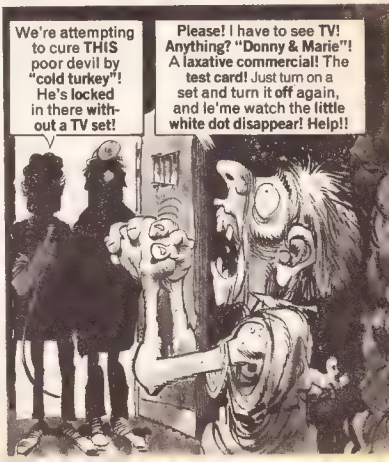

It's embarrassing... a grown man with a Master's degree, parading around like a goldarn chicken! And THEN those morons will only listen to me for four minutes because, thanks to TV, that's the length of their attention span!
Hey, Man, what are YOU complaining about? You should try teaching MATH!! I've got to contort myself into the shapes of the numbers!! You think it's EASY ... trying to make yourself into a number THREE?!?

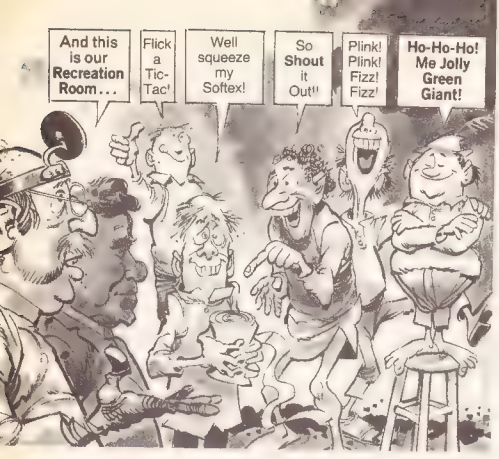
This is Mr. Gather, from MAD Magazine!
What's a magazine?
I know!! That's what my Father looks in, to see what's on TV!

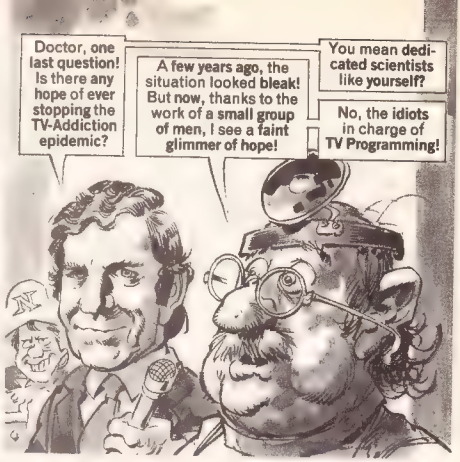

This is the Sports Master! Have your lads learned anything from watching the Pros play on TV?
Sure! They've learned how to prance around in the penalty area, and fake a foul!! Too bad they haven't learned how to score!
They're also great at shouting "We Are The Greatest!" ... and they can say, "I use Brut!" with a Henry Cooper accent! But I wish they'd pick up something useful, like a little violence!

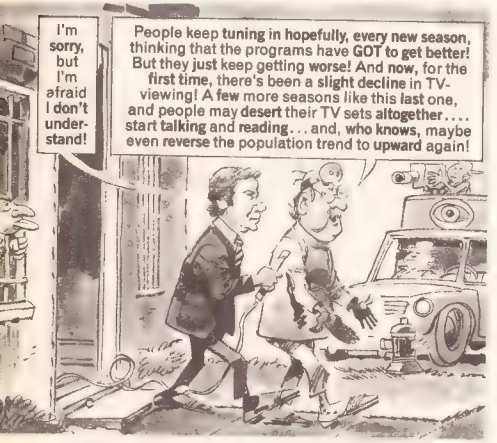

This is a "TV-A Clinic" run by Dr. Welby Marcus, one of the nation's leading experts on TV-Addiction! Dr. Marcus, what steps have you taken to find a cure for "TV-A"?
Well, I limit myself to four hours of TV-viewing a day, but believe me, it's not easy!

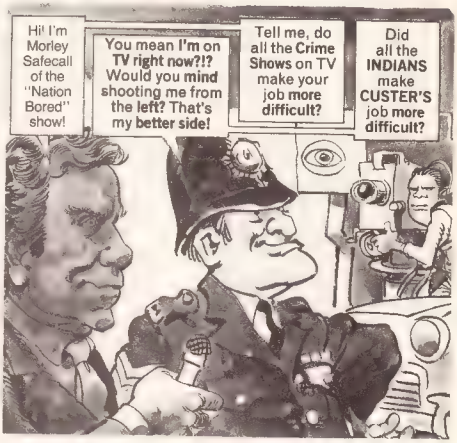

I meant —what steps have you taken to cure others?
Oh! We were conducting some meaningful experiments, exposing lab animals to TV for 24 hours a day, but the RSPCA made us stop! They said it was cruel and inhumane treatment!
Doctor ... may we see some of your patients?
Okay... but let me warn you! It's not a pretty sight! Any of your readers who may be a little bit squeamish better skip the next few panels!

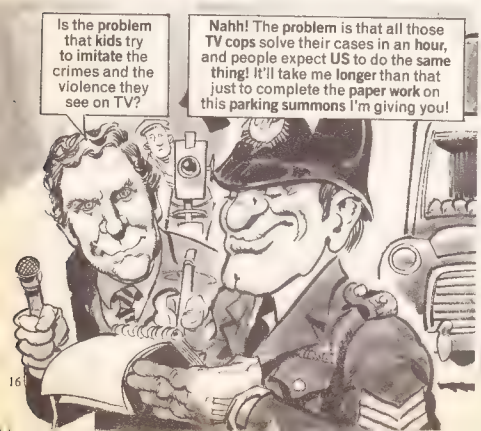

We're attempting to cure THIS poor devil by "cold turkey"! He's locked in there without a TV set!
Please! I have to see TV! Anything? "Donny & Marie"! A laxative commercial! The test card! Just turn on a set and turn it off again, and le'me watch the little white dot disappear! Help!!

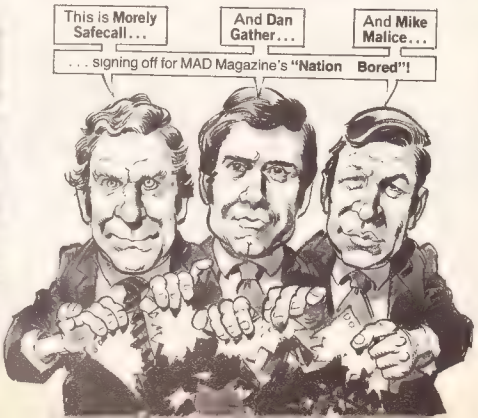

And this is our Recreation Room...
Flick a Tic-Tac!
Well squeeze my Softex!
So Shout it Out!!
Plink! Plink! Fizz! Fizz!
Ho-Ho-Ho! Me Jolly Green Giant!

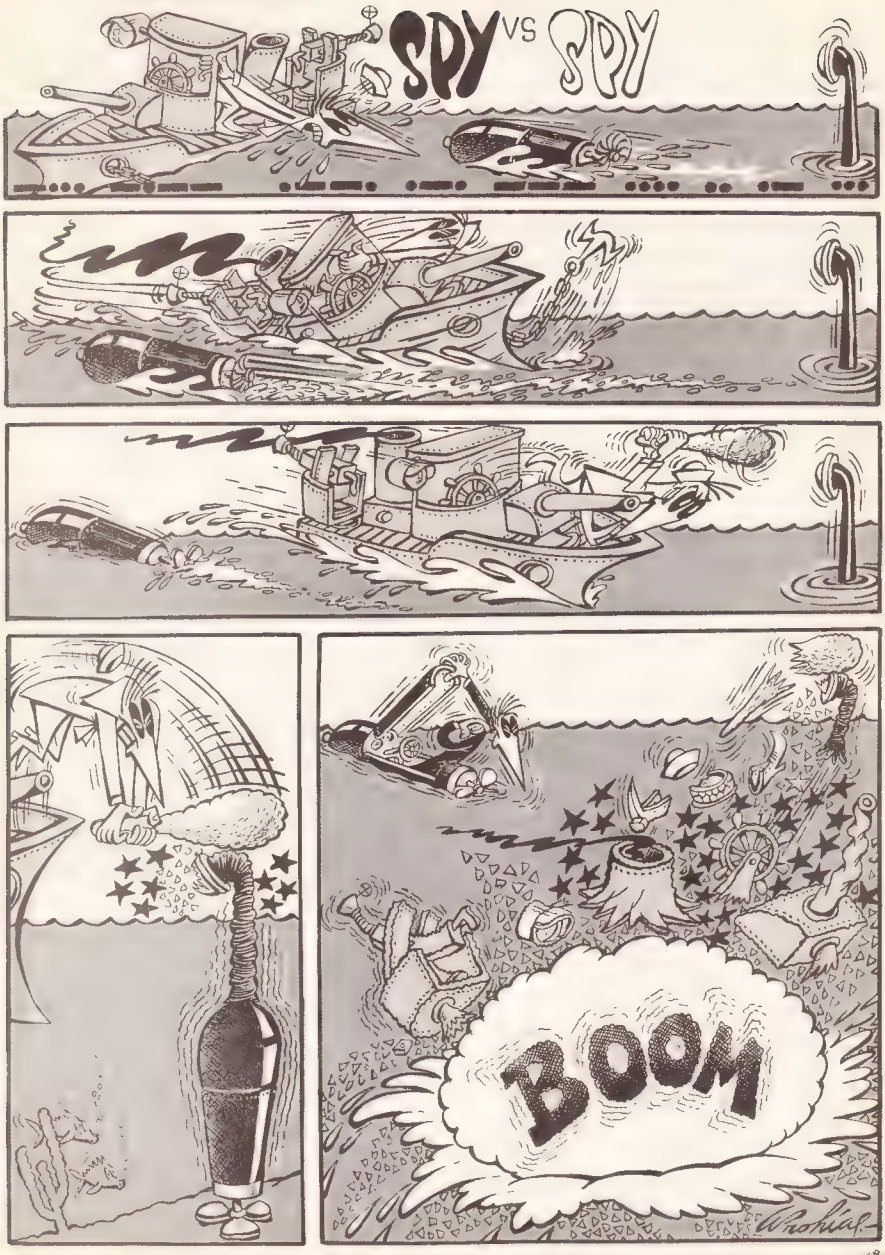

Doctor, one last question! Is there any hope of ever stopping the TV-Addiction epidemic?
A few years ago, the situation looked bleak! But now, thanks to the work of a small group of men, I see a faint glimmer of hope!
You mean dedicated scientists like yourself?
No, the idiots in charge of TV Programming!


I'm sorry, but I'm afraid I don't understand!
People keep tuning in hopefully, every new season, thinking that the programs have GOT to get better! But they just keep getting worse! And now, for the first time, there's been a slight decline in TV-viewing! A few more seasons like this last one, and people may desert their TV sets altogether.... start talking and reading... and, who knows, maybe even reverse the population trend to upward again!


Hi! I'm Morley Safecall of the "Nation Bored" show!
You mean I'm on TV right now?!? Would you mind shooting me from the left? That's my better side!
Tell me, do all the Crime Shows on TV make your job more difficult?
Did all the INDIANS make CUSTER'S job more difficult?


Is the problem that kids try to imitate the crimes and the violence they see on TV?
Nahh! The problem is that all those TV cops solve their cases in an hour, and people expect US to do the same thing! It'll take me longer than that just to complete the paper work on this parking summons I'm giving you!


This is Morely Safecall...
And Dan Gather...
And Mike Malice...
... signing off for MAD Magazine's "Nation Bored"!

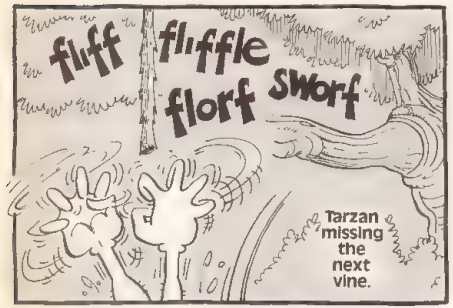

SPY VS SPY
BOOM

NOISE SOLUTION DEPT.

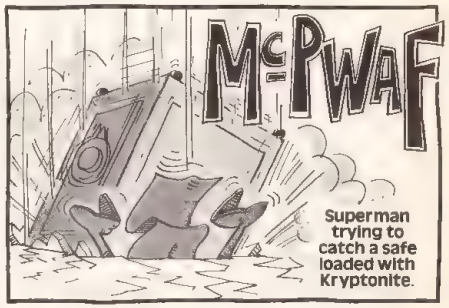
DON MARTIN'S GUIDE TO SOME VERY OBSCURE COMICS SOUND EFFECTS

ARTIST: DON MARTIN

WRITER: DON EDWING

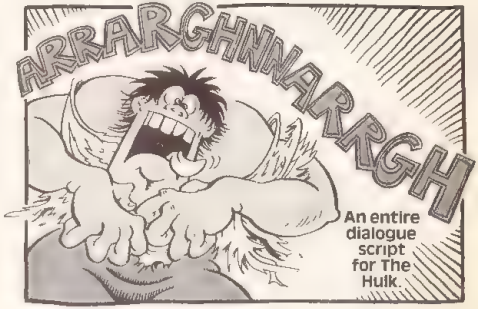


Tarzan missing the next vine.

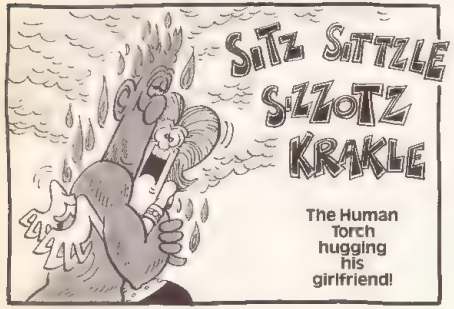


Superman trying to catch a safe loaded with Kryptonite.

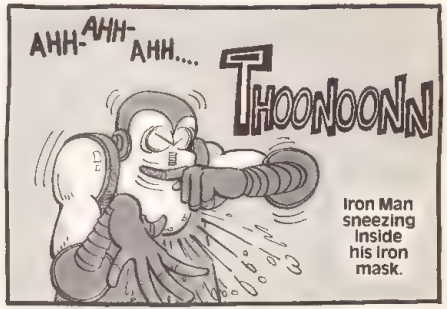
Mary Worth getting punched out for not minding her own business.



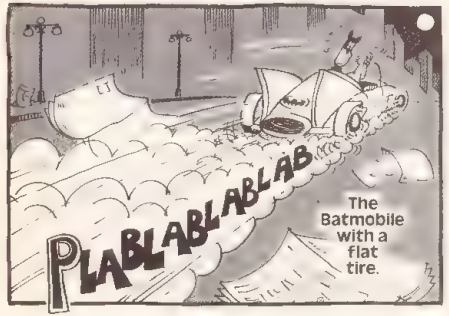
An entire dialogue script for The Hulk.



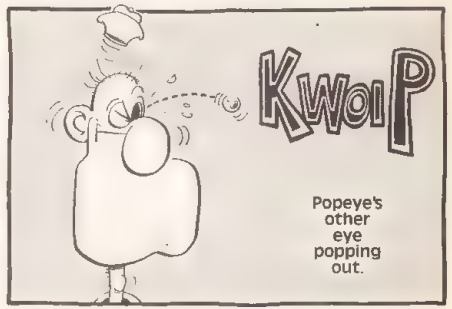
The Human Torch hugging his girlfriend!



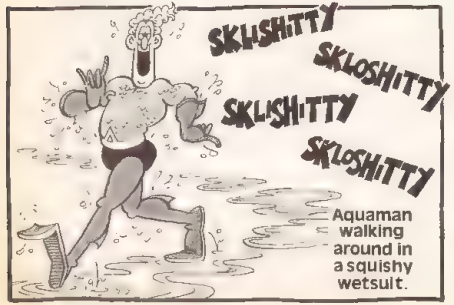
Iron Man sneezing inside his iron mask.



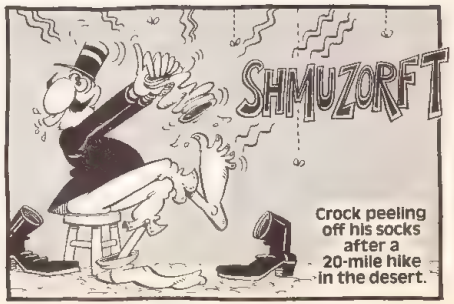
The Batmobile with a flat tire.



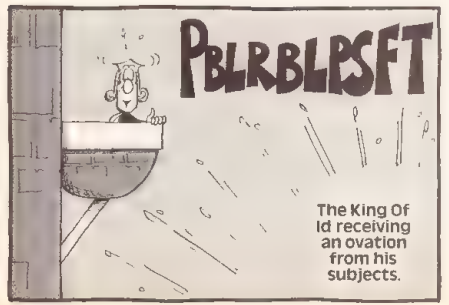
Popeye's other eye popping out.



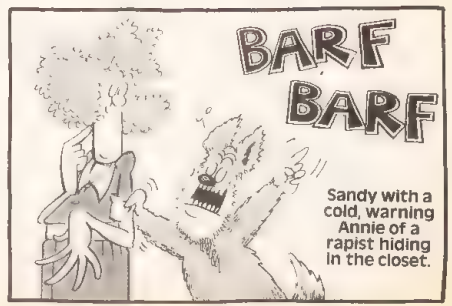
Aquaman walking around in a squishy wetsuit.



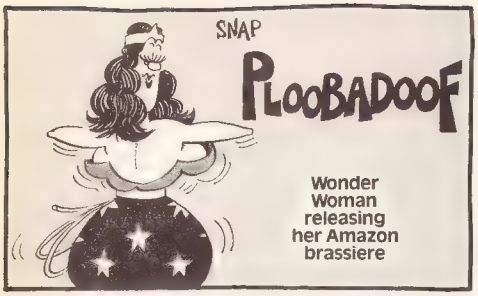
Crock peeling off his socks after a 20-mile hike in the desert.



The King Of Id receiving an ovation from his subjects.

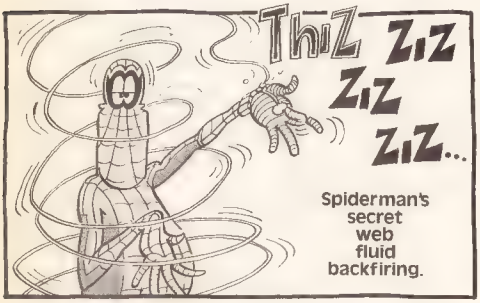


Sandy with a cold, warning Annie of a rapist hiding in the closet.

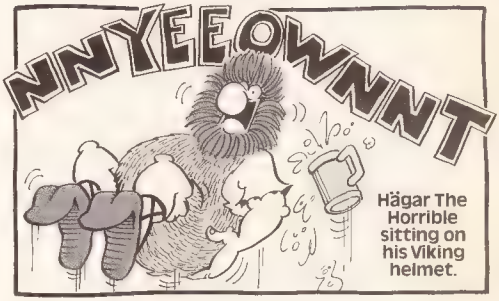


Wonder Woman releasing her Amazon brassiere

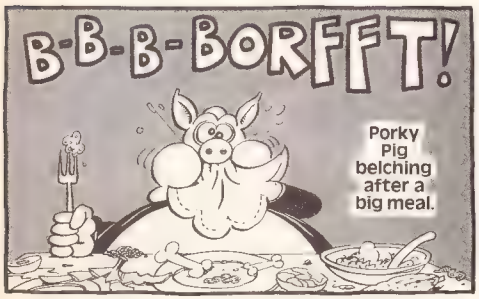
Clark Kent changing to Superman in a washing machine because the phone booth was busy.



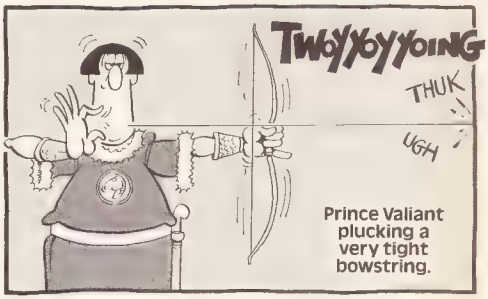
Spiderman's secret web fluid backfiring.



Hägar The Horrible sitting on his Viking helmet.

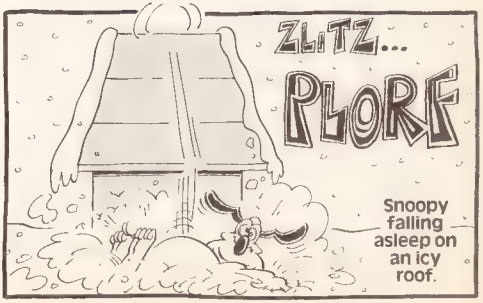


Porky Pig belching after a big meal.

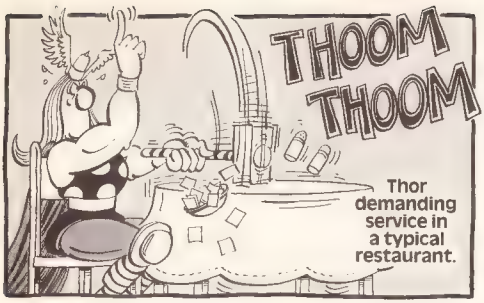


Prince Valiant plucking a very tight bowstring.

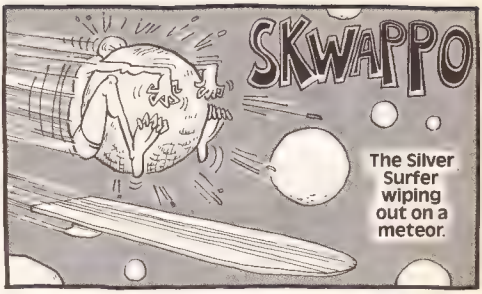
Alley Oop getting in the way of his pet dinosaur.



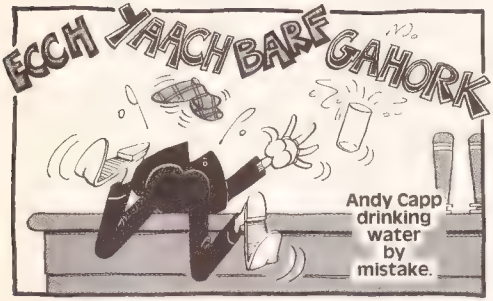
Snoopy falling asleep on an icy roof.



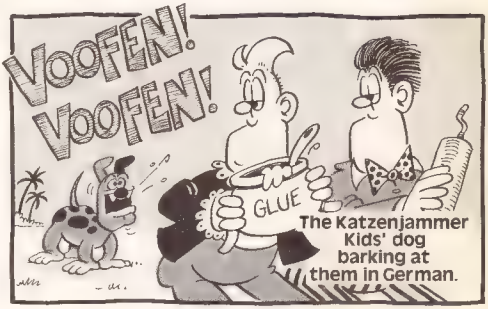
Thor demanding service in a typical restaurant.



The Silver Surfer wiping out on a meteor.

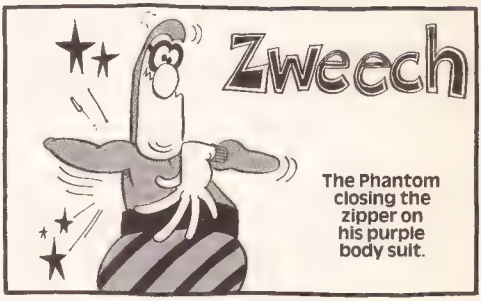


Andy Capp drinking water by mistake.

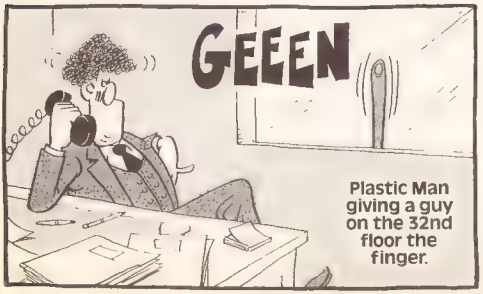


The Katzenjammer Kids' dog barking at them in German.

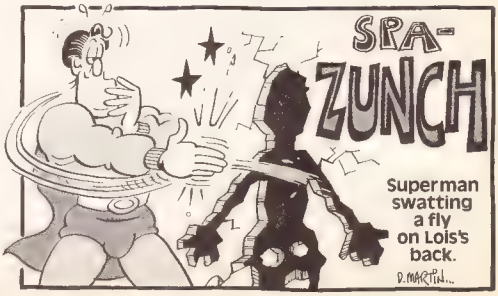
Olive Oyl falling down a sidewalk grating and being saved by her nose.



The Phantom closing the zipper on his purple body suit.



Plastic Man giving a guy on the 32nd floor the finger.



Superman swatting a fly on Lois's back.

MAD'S ALL INCLUSIVE DO-IT-YOURSELF

WRITER FRANK JACOBS

"Dear John Letter"

Dear John,

I don't know quite how to tell you this, but _____ ①. I think I first knew it _____ ② _____ ③, and I saw you _____ ④ _____ ⑤. I'm sure you're _____ ⑥ enough to see _____ ⑦.

I'm returning _____ ⑧, but I'm holding on to _____ ⑨ as a keepsake. I want you to know that I'll _____ ⑩ your _____ ⑪.

_____ ⑫.

Wilma

1

our romance is over
our affair is dead
I'm entering a convent
I loathe you
our horoscopes clash
you're an idiot
you need to bathe more
I'm a streetwalker
your nostrils offend me
there's a contract out for you
you're a slob
I'm in love with your sister

2

that night
last year
nude bathing
tripping on tangerine seeds
last April Fool's day
when you shackled me
when I saw that shrunken head
when I threw up
when your dwarf bit me
reciting "Gunga Din"
swapping tennis shoes
when your sheepdog went berserk

3

in your pad
in your camper
outside Bootle
under the bus
in your closet
while eating onions
in drag
at the Hare Krishna meeting
on the farm
in a trance
with Wedgewood Benn

4

make a pass at
insult
ignore
punch out
pour syrup over
carve your initials on
tear the clothes off
apply leeches to
render impotent
yank the toupee off
sit on
exercise

5

my best friend
my father
Robin Day
my whoopee cushion
my spinach souffle
Eric and Ernie
my avocado plant
my penpal in Ghana
my Mad Magazine collection
the Arsenal forward line
the Maggie Thatcher statue
that crazed monk

6

man
sensitive
open-minded
ashamed
stoned
gutless
scarred
Mongol
masochistic
senile
Right Wing
frostbitten

7

how miserable I've been
what a bore you are
your Datsun stinks
your acne is terminal
I've had a sex change
there is no Mid-East solution
we're first cousins
there is no Santa Claus
I'm allergic to your hamster
I love sanitation men
that I'm bionic
that the "Mr & Mrs. Show" stinks

8

your ring
your love-letters
your Darth Vader poster
your pet rock
to the commune
those slides of Catford
your dentures
to sleeping around
our matching Snoopy bibs
your ancestral truss
to Saturn
your bag of Smarties

9

your photo
those oil stocks
my virginity
your neighbour Ralph
the results of the blood-test
your left ear
your suicide note
your mother
my sanity
your ant colony
your police record
Murray's leotards

10

always treasure
never forget
try to blot out
inform the police about
always feel unclean about
never scoff openly at
make a movie based on
tell the "People" about
inform the asylum about
tell my priest about
be a lot better off without

11

Friendship
senility
new life as a clone
Eskimo incarnation
dandruff
cocaine habit
passion for fieldmice
Harold Wilson imitations
embarrassing rash
eggplant fetish
screwing up World War II
hatred of Dublin Airport

12

Fondly
Sincerely
Painfully
Eat your heart out
With disgust
With great relief
Up yours
Your undying enemy
Best to your frog Leonard
Now get lost
Good luck on your parole
Regards to your creepy family

If you're still in doubt as whether to buy an air conditioner or not, just step outside into the hot street and see the difference!!
So . . . ? Did you see the difference??
I'll say I did!! I decided not to buy it from you!
The store across the street is selling the SAME air conditioner for £10 LESS!

You kids are keeping nice and cool in your Kiddy Pool, but I'm working up a sweat, mopping up after you every time you come in with your wet feet!
So I'm laying some NEWSPAPERS down on the floor! This ought to take care of the problem!
Hey, Mum! See what good kids we are!!
Yeah! We didn't get your newspapers wet!

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

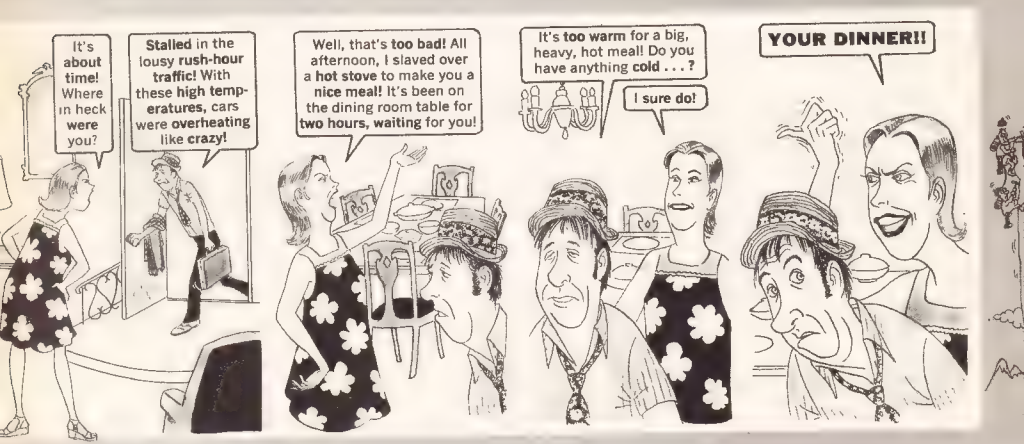
cooling off

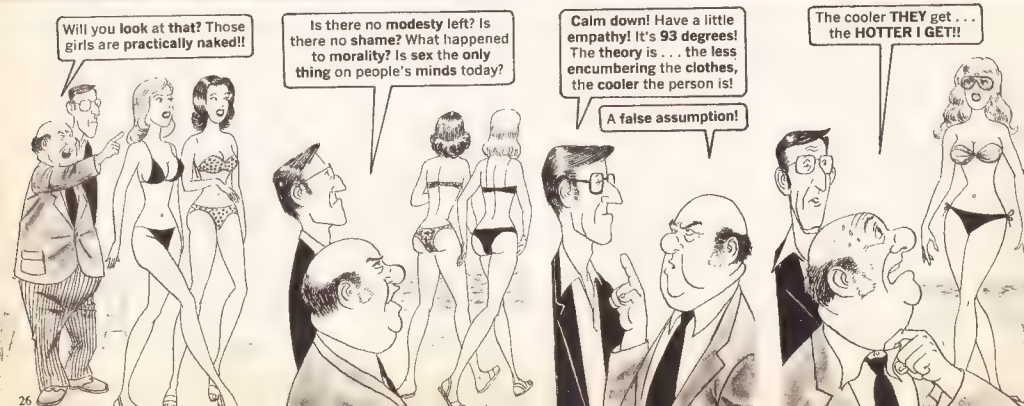
ARTIST & WRITER DAVE BERG

It's so hot out, even with the car air conditioner going full blast, I feel uncomfortable!
Not to worry! There's going to be a big thunderstorm shortly, and the heat wave will be broken!
What are you . . . some kind of prophet or soothsayer? How do you know all this?
Simple! I just heard it on the radio!
Don't make me crazy!! I was listening to the same radio you were! I heard no such statement! What'd you hear?
Static . . . ! !

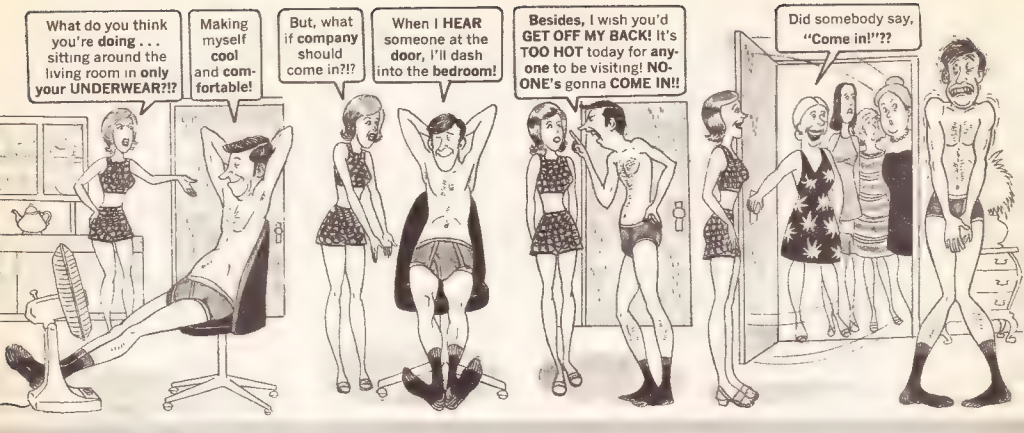
Hey, this is your next-door neighbour, Roger Kaputnik! Your lawn sprinkler is lapping over onto my property . . . and it's almost wetting down my patio!
Gee, I--I didn't know that!
Well, you should!! I think it's very inconsiderate of you . . especially on such a hot day!
I'm sorry! I'll go out and move it right away!
I wish you would!
About FIVE FEET CLOSER!!

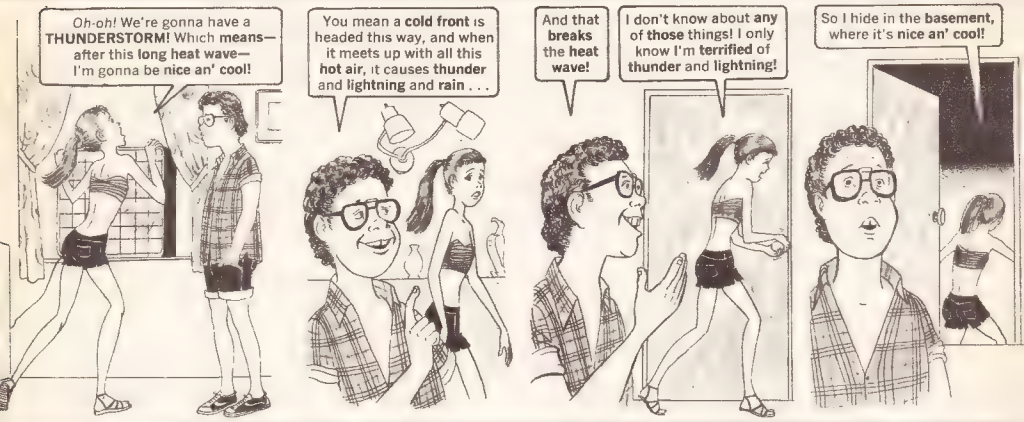
It's freezing in here! Will you turn down that darn air conditioner!!
I just get it to a comfortable level, and you come in here and complain! You're always complaining! Night and day, you complain over every little thing!
This is a hell of a meaningful relationship we have! We can't even agree on the room temperature!
Why must we always fight? Why must I always give in?? Why can't we be civilized???
For once, I'll agree with you! You're right! Let's compromise! You'll do a little . . . and I'll do a little! Okay? First, you turn down the air conditioner!
Okay . . . that's what I'LL do! Now, what'll YOU do?
I'll stop complaining!!

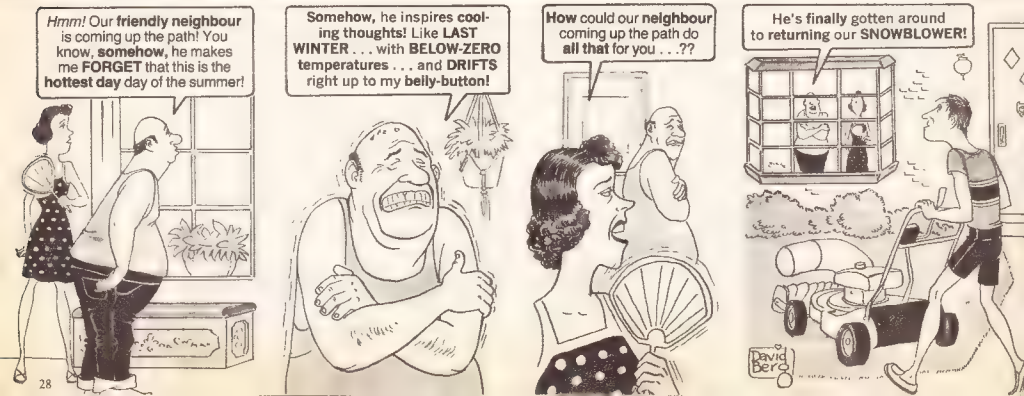

It's about time! Where in heck were you?
Stalled in the lousy rush-hour traffic! With these high temperatures, cars were overheating like crazy!
Well, that's too bad! All afternoon, I slaved over a hot stove to make you a nice meal! It's been on the dining room table for two hours, waiting for you!
It's too warm for a big, heavy, hot meal! Do you have anything cold . . . ?
I sure do!
YOUR DINNER!!


Will you look at that? Those girls are practically naked!!
Is there no modesty left? Is there no shame? What happened to morality? Is sex the only thing on people's minds today?
Calm down! Have a little empathy! It's 93 degrees! The theory is . . . the less encumbering the clothes, the cooler the person is!
A false assumption!
The cooler THEY get . . . the HOTTER I GET!!

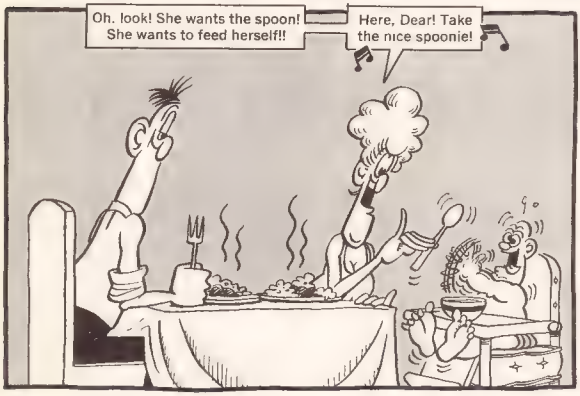
You know how it is when you get into a convertible that's been parked in the hot sun? You can burn your butt off!!
Well, this time, I used my noodle! I parked under a nice shady tree! Now, I can sit on the seat in comfort!
Don't be so smug! You're not the only smart thing around!
The birds ALSO park under nice shady trees!
Whew! This jogging is hot work!
Just keep thinking "ice cubes"! As soon as we get home, we'll go straight to the refrigerator and get out the ice trays!
I can remember popping an ice cube into my mouth and sucking on its cooling liquid! I can remember taking handfuls of cubes and rubbing them through my hair and around my face and down my neck and into the hollows of my armpits and over my chest and belly and down my legs! I can remember how refreshing it was!
Boy, you sure have a graphic memory!
Why shouldn't I? I just did this yesterday, and—
I DIDN'T remember to re-fill the ice trays!!
Ahhhhhhh . . . this is delicious . . .
All day long . . . while I was sweating in that hot office, I kept promising myself the FIRST THING I was going to do when I got home was jump into the pool and cool off!!
Okay . . . that's enough cooling off! Dinner is on the table . . .
Coming . . .

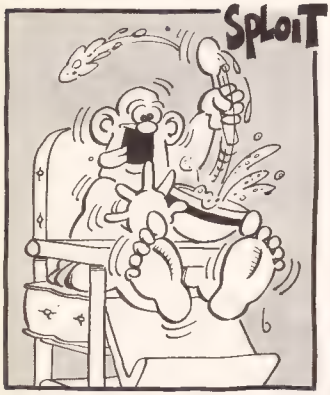

What do you think you're **doing** . . . sitting around the living room in **only your UNDERWEAR?!?**
Making myself **cool** and **comfortable!**
But, what if **company** should come in?!?
When I **HEAR** someone at the **door**, I'll dash into the **bedroom!**
Besides, I wish you'd **GET OFF MY BACK!** It's **TOO HOT** today for **anyone** to be visiting! **NO-ONE's** gonna **COME IN!!**
Did somebody say, **"Come in!"??**

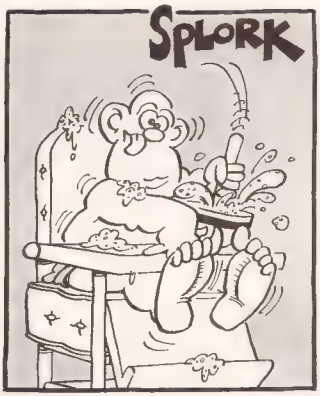

Oh-oh! We're gonna have a **THUNDERSTORM!** Which **means**—after this **long heat wave**—I'm gonna be **nice an' cool!**
You mean a **cold front** is headed this way, and when it meets up with all this **hot air**, it causes **thunder** and **lightning** and **rain** . . .
And that **breaks** the **heat wave!**
I don't know about **any** of **those** things! I only know I'm **terrified** of **thunder** and **lightning!**
So I hide in the **basement,** where it's **nice an' cool!**

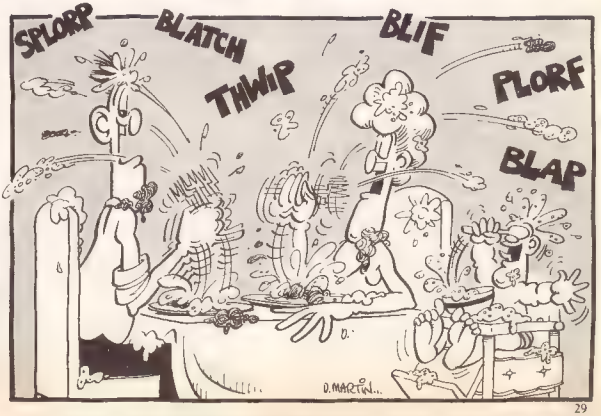

Hmm! Our **friendly neighbour** is coming up the path! You know, **somehow,** he makes me **FORGET** that this is the **hottest day** day of the summer!
Somehow, he inspires **cooling thoughts!** Like **LAST WINTER** . . . with **BELOW-ZERO temperatures** . . . and **DRIFTS** right up to my **belly-button!**
How could our **neighbour** coming up the path do **all that** for you . . .??
He's **finally** gotten around to **returning** our **SNOWBLOWER!**
David Berg

ONE EVENING IN A NICE YOUNG COUPLE'S HOUSE









STATIS-TICKLE DEPT.

MAD'S TABLE OF LITTLE-KNOWN AND VERY USELESS WEIGHTS, MEASURES & DISTANCES

ARTIST: BOB CLARKE WRITER: JOHN FICARRA

198 SQUARE MILES

. . . is the amount of "Cling Film" the average person overpulls in a lifetime.

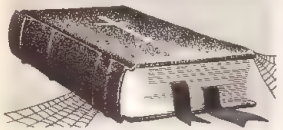
2.3 FEET

. . . is the total film footage devoted to the plot of an average porno movie.

822 MILLION CUBIC FEET

. . . is the amount of air displaced yearly by the burping of Tupperware.

12.5 GRAMS



. . . is the amount of dust that collects on the family Bible between readings.

3.4 INCHES

. . . is the diameter of the best part of the Farrah Fawcett Majors poster.

4.2 GALLONS

. . . is precisely how much the average person overwaters his plants each week.

3.8 MILES

. . . is the average length of all the varicose veins in your Grandmother's legs when they are laid out end to end.

14.2 MILES

. . . is the average distance travelled by an individual filmgoer in 1977 to avoid hearing "The Star Wars" theme.

5.6 OUNCES

. . . is the amount of sweat from your armpit that makes it all the way down to your waist over an average year.

1/2 OUNCE

. . . is the amount of liquor an average teenager drinks before he starts bragging to friends how drunk he really is.

5/8 INCH

. . . is the minimum average thickness of any book that a Teacher assigns you to read by the time the class meets again

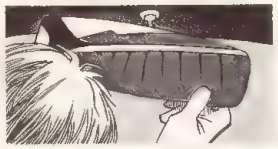
1/32 OF A POUND

. . . is the average weight of a famous fast-food chain's "Quarter-Pounder" hamburger, after it's finished cooking.

3.2 OUNCES

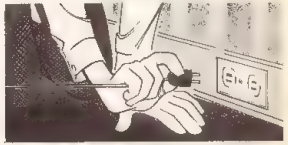
. . . is the average amount of wax that drips all over the icing on a Birthday cake before the candles are blown out.

5.8 CENTIMETRES



. . . is how far your rear-view mirror always moves from the time you leave your car until you get back into it.

2.3 INCHES



. . . is the average distance between the wall socket and how far the plug of your new appliance cord reaches.

127.8 MILES

. . . is the total distance an average person walks in his lifetime getting up to change the channel of a TV set.

4.6 BLOCKS

. . . is how far the average person will go out of his way just to walk by the entrance of an X-rated film theatre.

2.1 CENTIMETRES

. . . is how much the average student's earlobe is stretched after six terms of pulling it during examinations.

1.1 INCHES

. . . is the total average length of the "Obituary" of the most famous person you're ever likely to know personally.

3.2 OUNCES

. . . is the amount of spit you lick on your fingers when thumbing through an average copy of the Sunday Observer.

.571 MILES

. . . is the average distance a cockroach runs from the time you spot it till the time you finally grab the can of D.D.T.

3.7 INCHES

. . . is the average distance remaining between your hand and the car park's automatic ticket-dispensing machine.

9.5 GALLONS

. . . is the amount of beer-slops and sweat on the floor of a rugger team's changing room after a local derby.

12.9 FEET

. . . is the average length of festive lights you string up on the Christmas tree each year before you realize that you've started at the wrong end again.

ILL LOGIC DEPT.

There was a time when Americans prided themselves on being practical, clear-headed people. Unlike the world's older societies, they didn't have the entrenched customs and fears that made them hang onto idiotic ideas just because their ancestors thought of them first. No, they were too flexible and open-minded to fall into that trap . . . until recently. Now, long years of listening to such fuzzy thinkers as politicians, news commentators and TV advertisers have finally made them all soft in the head. As a result, they've come to view life and the world around them with the same amazing lack of logic that they've learned from their leaders. If you have any doubts, just consider these generally accepted attitudes toward modern everyday life, (attitudes which apply equally well to us) and then ask yourself the question:

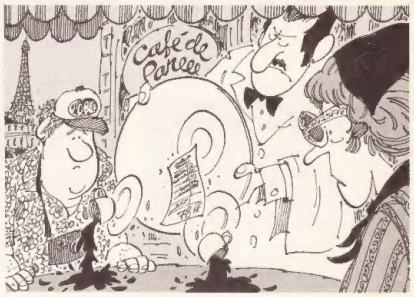
WHY DO THEY ASSUME IT MAKES SENSE?

ARTIST: PAUL COKER WRITER: TOM KOCH

WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . to slave and sacrifice to get into an exclusive college with a world-renowned faculty, and then cut every class where the prof doesn't take attendance?

WHY DO THEY ASSUME IT MAKES SENSE . . .



. . . to blow their life savings on trips to Europe when it's possible to find places right at home where they can be overcharged, short-changed and treated with utter contempt?

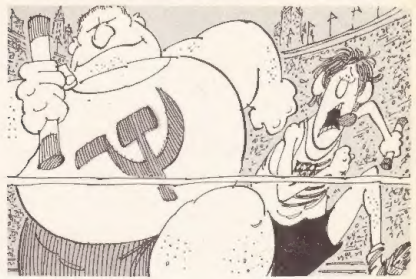
WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . to gamble at a Las Vegas Hotel that just built a brand new 50-million dollar annex with the profits it made from its gambling casino?

WHY DO THEY ASSUME IT MAKES SENSE . . .

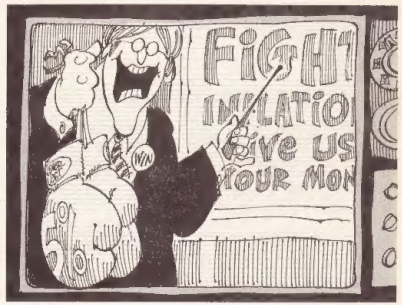
. . . to give Latino kids an equal chance to get good grades by educating them in Spanish, when it means they'll have no chance to get good jobs later on because they can't speak any English?

WHY DO THEY ASSUME IT MAKES SENSE . . .



. . . to pay the Russians a fortune for the TV rights to the 1980 Olympics so they can watch their athletes lose because they didn't have enough money to train properly?

WHY DO THEY ASSUME IT MAKES SENSE . . .



. . . to believe the bank TV commercials that tell them they can outsmart a 9% inflation rate by opening an account that pays only 5% interest?

WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . to plan for the future when the TV news keeps telling them that everything they eat, wear or breathe could kill them tomorrow?

MAKES SENSE?

WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . to confuse themselves for years to come by converting to the metric system when it will only benefit the huge multi-national corporations that they've never been too crazy about anyway?

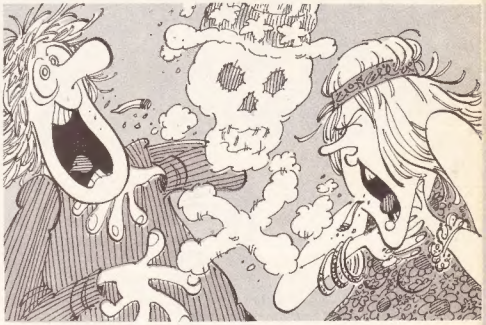
WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . to trust terrorists to keep bargains after they've already shown them not to trust them to behave rationally under any circumstances?

WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . to increase Social Security taxes while they cut income taxes, thereby leaving the same people broke . . . but for a different reason?

WHY DO THEY ASSUME IT MAKES SENSE . . .



. . . to spray American poisons on marijuana growing in Mexico when they know they can't stop the smugglers bringing the deadly stuff into their country and selling it to Americans?

WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . to allow famous lawyers the chance to gain publicity by defending homicidal maniacs, while minor offenders who may deserve a break usually don't have any lawyers at all?

WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . to stop having the kids innoculated against polio because they think other parents have had their kids innoculated, so there's nobody left to catch it from?

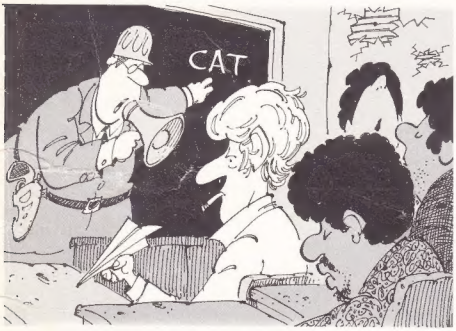
WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . to spend millions on a School Hot Lunch Programme so kids can have nutritious meals, and then serve them watery muck which isn't nutritious at any temperature?

WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . for politicians who slander each other through the whole campaign suddenly to display great mutual affection by embracing in public the day after the election?

WHY DO THEY ASSUME IT MAKES SENSE . . .

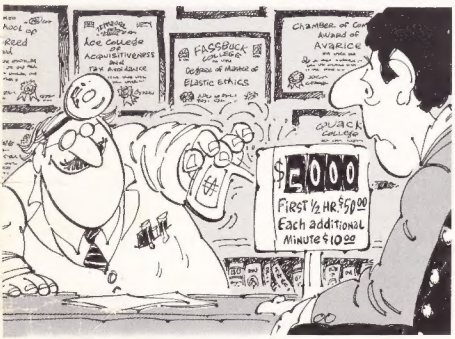


. . . to accept an inferior education for everyone as the price they have to pay for school integration that was supposed to bring a better education to everyone?

WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . to shame the British, French and Portuguese colonists into leaving Africa so it will be easier for the Cuban, Russian and Chinese colonists to come in and take over?

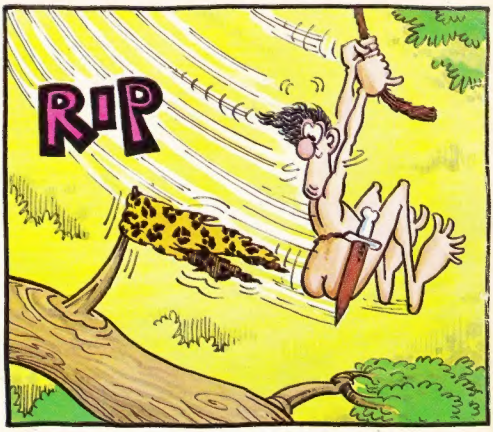
WHY DO THEY ASSUME IT MAKES SENSE . . .

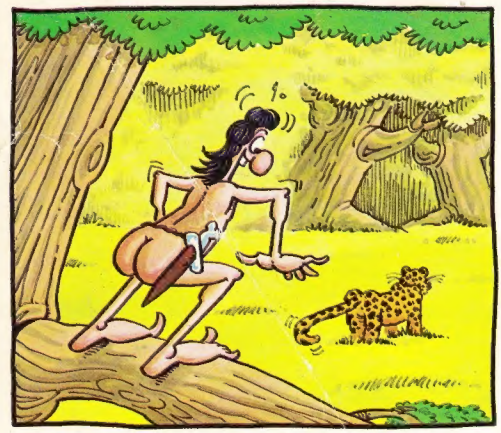


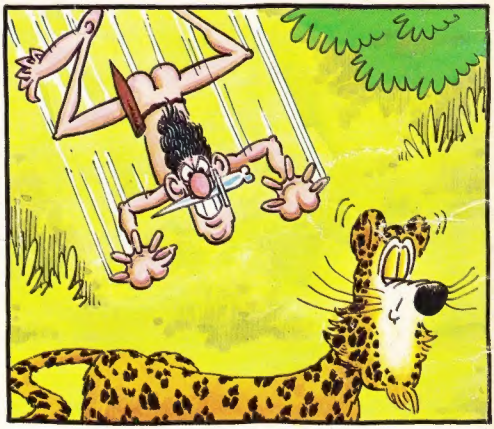
. . . for doctors to warn them enlessly about the evils of Socialised Medicine, when their outrageous fees are the main evil that is making Socialised Medicine inevitable?

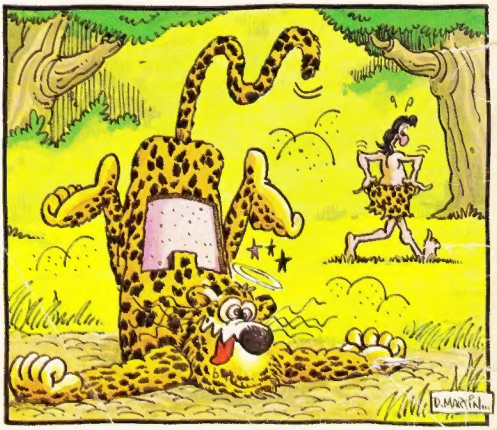
WHY DO THEY ASSUME IT MAKES SENSE . . .

. . . to accept guidance on social and political issues from folks like Redd Foxx, Danny Thomas and Jane Fonda?









ARTIST : DON MARTIN WRITER: DON EDWING